Marlboro Racing School Production Schedule

ITEM	SPECIFICATIONS		QNTY.	COMPOSITES TO KMG	COMPOSITES TO PM	REVISED COMPOSITES TO KMG	REVISED COMPOSITES TO PM	KEYLINE TO PM LEGAL	RELEASE FROM LEGAL SEND TO PRINTER	FINISHED PRODUCT TO KMG
Road Course Map: Homestead-Miami Speedway		KMG - Copy / Leo Burnett - Creative							10-May	01-Sep
Road Course Map: California Speedway		KMG - Copy / Leo Burnett - Creative							20-Aug	01-Sep
Helmet Sizer		KMG - Copy / Leo Burnett - Creative							10-May	21-May
FINAL MAILING										
Contact Card - Florida	Card Stock 4" X 9" With Logo	KMG - Copy / Leo Burnett - Creative							09-Jun	19-Jun
Contact Card - California	Card Stock 4" X 9" With Logo	KMG - Copy / Leo Burnett - Creative							08-Oct	20-Oct
Ticket Jacket	4" x 9" Fold with Inside Pocket	KMG - Copy / Leo Burnett - Creative							09-Jun	19-Jun
Racing School Rules	Card Stock 4" X 9" With Logo	KMG - Copy / Leo Burnett - Creative							09-Jun	19-Jun
"Don't Get Bumped"	2' X 8 1/2" Eye-catching note - to be placed in front of airline tickets.	KMG - Copy / Leo Burnett - Creative							09-Jun	19-Jun
Envelopes for All 3rd Mailing Items	Needs to contain return address for items separated in mailing. Large enough to hold 1 leather travel wallet and 3 luggage tags.	KMG - Sizing Recs & Copy / Leo Burnett - Creative							09-Jun	19-Jun
Check Stock		KMG							09-Jun	19-Jun
Envelopes for Checks		KMG - Sizing Recs & Copy / Leo Burnett - Creative							09-Jun	19-Jun
60 Minute Calling Cards		Leo Burnett - Creative / PM to Source							09-Jun	19-Jun
Travel Wallet		PM to Source								19-Jun
Luggage Tags		PM to Source								19-Jun
ONSITE ITEMS										
Daily Newsletter	Special Design Stationary - 8 1/2" X 11"	KMG - Contents & Copy / Leo Burnett - Creative							20-Jun	30-Jun
Gift Cards - First Night	Imprinted Card	KMG - Copy / Leo Burnett - Creative							20-Jun	30-Jun
Gift Cards - Second Night	Imprinted Card	KMG - Copy / Leo Burnett - Creative							20-Jun	30-Jun
Gift Cards - Third Night	Imprinted Card	KMG - Copy / Leo Burnett - Creative							20-Jun	30-Jun
Gift Cards -Last Night	Imprinted Card	KMG - Copy / Leo Burnett - Creative							20-Jun	30-Jun
Gift Cards - Blank		KMG - Copy / Leo Burnett - Creative							20-Jun	30-Jun
Gift Card Envelope		KMG - Copy / Leo Burnett - Creative							20-Jun	30-Jun
Meet & Greet Signs - Florida		KMG							20-Jun	30-Jun
Meet & Greet Signs - California		KMG							22-Aug	01-Sep
Comment Cards		KMG - Categories & Copy / Leo Burnett - Creative							20-Jun	30-Jun
Smoker Verification Cards		KMG - Copy / Leo Burnett - Creative							20-Jun	30-Jun
Name Tags		??							20-Jun	30-Jun

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Source: https://www.industrydocuments.ucsf.edu/docs/kmkm0004

MARLBORO RACING SCHOOL

MIAMI, FLORIDA

PROGRAM #333

PROGRAM #	CHECK IN	CHECK OUT	# OF PEOPLE	SOURCE	SELECTION DATE(S)	PROGRAM
	05-Jul-99	10-Jul-99	TBD			Training/ Orientation
FL0711	11-Jul-99	15-Jul-99	50			Test Trip
FL0907	07-Sep-99	11-Sep-99	50	Direct-22 Bar-3	21 Sweeps = 5/24/99, 1 Contest = 6/18/99, Bar = April 22,23,24	School 1
FL0911	11-Sep-99	15-Sep-99	50	Bar-25	April 22-24, 29,30 May 1, 2, 4-9,12-15	School 2
FL0915	15-Sep-99	19-Sep-99	50	Bar-25	May 12-15, 19-22, 26-29	School 3
FL1004	04-Oct-99	08-Oct-99	50	Bar-25	May 27-29 June 3-5, 10-12	School 4
FL1008	08-Oct-99	12-Oct-99	50	Bar-25	June 10-12, 17-19, 24-26	School 5
FL1012	12-Oct-99	16-Oct-99	48	Bar-24	June 26 July 1-3, 8-10, 15-17	School 6
Subtotal			298			

RIVERSIDE, CALIFORNIA

PROGRAM #333

PROGRAM #	CHECK IN	CHECK OUT	# OF PEOPLE	SOURCE	SELECTION DATE(S)	PROGRAM
	04-Nov-99	07-Nov-99				Training/ Orientation
	08-Nov-99	12-Nov-99	50			Training Trip
CA0109	09-Jan-00	13-Jan-00	50	Retail-25	24-Sep-99	School 7
CA0113	13-Jan-00	17-Jan-00	50	Retail-25	24-Sep-99	School 8
CA0117	17-Jan-00	21-Jan-00	50	Retail-25	24-Sep-99	School 9
CA0121	21-Jan-00	25-Jan-00	52	Retail-26	25 Sweeps = 9/24/99 1 Contest = 11/8/99	School 10
CA0126	26-Jan-00	30-Jan-00	50	Extra Capacity Trip	20-Oct-99	School 11
CA0130	30-Jan-00	03-Feb-00	50	Extra Capacity Trip	24-Oct-99	School 12
			302			

Total Direct:	21 Sweeps 1 Contest =	22 Winners, 22 Guests	44
Total Bars:		127 Winners, 127 Guests	254
Retail	100 Sweeps 1 Contest =	101 Winners, 101 Guests	202
		250 250	500
Training			100
Extra Capacity Trips			100
RACING PROGRAM TOTAL			700

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Marlboro Racing School Production Schedule

ITEM	SPECIFICATIONS		QNTY.	COMPOSITES TO KMG	COMPOSITES TO PM	REVISED COMPOSITES TO KMG	REVISED COMPOSITES TO PM	KEYLINE TO PM LEGAL	RELEASE FROM LEGAL SEND TO PRINTER	FINISHED PRODUCT TO KMG
Stationary - First Sheet		KMG - Copy / Leo Burnett - Creative							10-May	21-May
Stationary - Second Sheet		KMG - Copy / Leo Burnett - Creative							10-May	21-May
Congratulations Letter Copy -Winner		KMG - Copy / Leo Burnett - Creative							10-May	21-May
Congratulations Letter - Winner No Guest		KMG - Copy / Leo Burnett - Creative							10-May	21-May
Instructional Letter Copy - Winner		KMG - Copy / Leo Burnett - Creative							10-May	21-May
Instructional Letter - Winner No Guest		KMG - Copy / Leo Burnett - Creative							10-May	21-May
Luggage Gift Letter Copy		KMG - Copy / Leo Burnett - Creative							10-May	21-May
SECOND MAILING										
Four Color Brochure - Homestead - Miami Speedway	81/2" X 11" Four color brochure with race track descriptions etc.	KMG - Copy / Leo Burnett - Creative							10-May	21-May
Four Color Brochure - California Speedway	81/2" X 11" Four color brochure with race track descriptions etc.	KMG - Copy / Leo Burnett - Creative							20-Aug	01-Sep
Homestead - Miami Speedway -Winner Preference Form	81/2" X 11" Registration information including all necessary sizing, smoker certification waiver and cigarette preference.	KMG - Copy / Leo Burnett - Creative							10-May	21-May
Homestead - Miami Speedway -Guest Preference Form	81/2" X 11" Registration information including all necessary sizing, smoker certification waiver and cigarette preference.	KMG - Copy / Leo Burnett - Creative							10-May	21-May
California Speedway - Winner Preference Form	81/2" X 11" Registration information including all necessary sizing, smoker certification waiver and cigarette preference.	KMG - Copy / Leo Burnett - Creative							10-May	01-Sep
California Speedway - Participant Preference Form - Guest	81/2" X 11" Registration information including all necessary sizing, smoker certification waiver and cigarette preference.	KMG - Copy / Leo Burnett - Creative							10-May	01-Sep
What to Pack List - Florida	81/2" X 11" with checklist	KMG - Copy / Leo Burnett - Creative							10-May	21-May
What to Pack List - California	81/2" X 11" with checklist	KMG - Copy / Leo Burnett - Creative							20-Aug	01-Sep
Fact Sheet - Florida	81/2" X 11" with state, local, hotel, and track facts and photos.	KMG - Copy / Leo Burnett - Creative							10-May	21-May
Fact Sheet - California	81/2" X 11" with state, local, hotel, and track facts and photos.	KMG - Copy / Leo Burnett - Creative							20-Aug	01-Sep
Track Diagram - Homestead - Miami Speedway		KMG - Copy / Leo Burnett - Creative							10-May	21-May
Track Diagram - California Speedway		KMG - Copy / Leo Burnett - Creative							20-Aug	01-Sep
Road Course Map - Homestead - Miami Speedway		KMG - Copy / Leo Burnett - Creative							10-May	21-May
Credential Cards (4) - Florida	Description of 3 types of racecars, and one of speedway.	KMG - Copy / Leo Burnett - Creative							10-May	21-May
Credential Cards (4) - California	Description of 3 types of racecars, and one of speedway.	KMG - Copy / Leo Burnett - Creative							20-Aug	21-May
Plastic Holder for Credential Cards		Leo Burnett to source and send to KMG							10-May	21-May
Lanyard	Red w/ white stripe down the middle. Possibly add "Racing School" in white letters TBD by PM	Leo Burnett - Creative and source							10-May	21-May

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